

Abstract

A program may be used to increase traffic flow to a Web site by analyzing, optimizing and submitting the Web site to one or more search engines. The program may accept search phrases and check the compatibility of the Web site with the search phrases as well as check the textual content, the parseability and the spiderability of the Web site. In a preferred embodiment, the analysis mimics the ranking methodologies used by the search engines. The program assists the owner of the Web site in optimizing the Web site for the search engines, possibly by automatically editing the code of the Web site, and submits the Web site for registration with the selected search engines. The program may be repeated from time to time to insure the Web site remains in an optimized state.